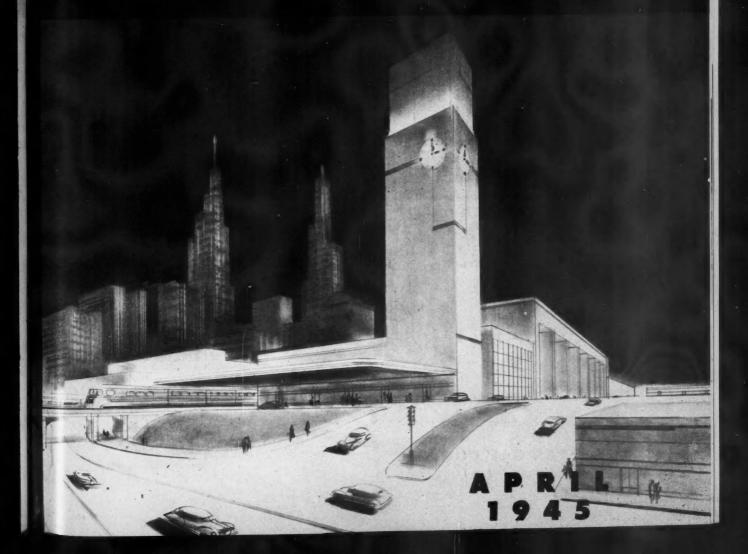
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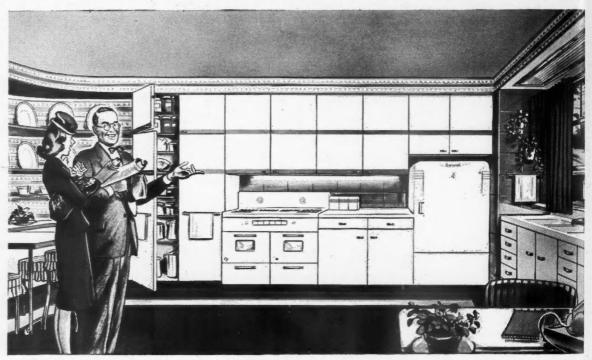




CONTINUOUS PLANNING

Lone Star Gas Company in cooperation with American Gas Association maintains research laboratories where experts do nothing but study and plan continuous improvements in gas appliances. This is another reason why Gas is taken for granted in the kitchen of tomorrow as it is in the kitchen of today.

AND LOOK WHAT'S AHERD!



A NEW WORLD OF

CONVENIENCE AND EASE

FOR EVERY WOMAN

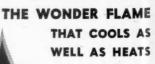
WHO COOKS!

The new gas kitchen ideas being planned for better, easier living have a particular appeal to the Southwestern homemaker. For living in this territory—the heart, the source of America's sought after fuel—she knows the superiority of gas in the kitchen. Now with new improvements ahead she sees additional time-saving, work-saving methods in preparing meals in a kitchen like the above. And to give her still more help, there's always the home economic experts of Lone Star Gas Company ready with new recipes and homemaking ideas.



LONE STAR GAS COMPANY









Today—thanks largely to you and other industrial executives—22,000,000 civilian workers are speeding victory and achieving postwar security through the Payroll Savings Plan. Over 60% of the 6th War Loan subscriptions came from this source—and, between drives, this forward-looking plan has been responsible for 3 out of 4 War Bond sales!

Good as this record is, the Payroll Savings Plan can be still more effective. Believing this can best be accomplished by giving Bond buyers a definite idea of the many benefits accruing to them, the War Finance Division has prepared a variety of active aids for employee education.

This new "ammunition" includes:

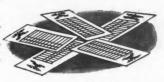
a-An entertaining, swift-paced moving picture, graphically showing the importance of buying-and holding-War Bonds.

b—An interesting, easy-to-read booklet, explaining how War Bonds may be accumulated to provide education for children, homes, retirement incomes, etc.

c—Attractive, handy War Bond envelopes, enabling Bond holders to note each separate purchase—and the specific purpose for which each Bond or group of Bonds was bought.

Passing this particular ammunition requires that you reappraise your own company's Payroll Savings Plan. Have your own War Bond Chairman contact the local War Finance Committee—today! They will welcome the chance to discuss this new program with you.





The Treasury Department acknowledges with appreciation the publication of this message by

SOUTHERN AIRCRAFT CORPORATION

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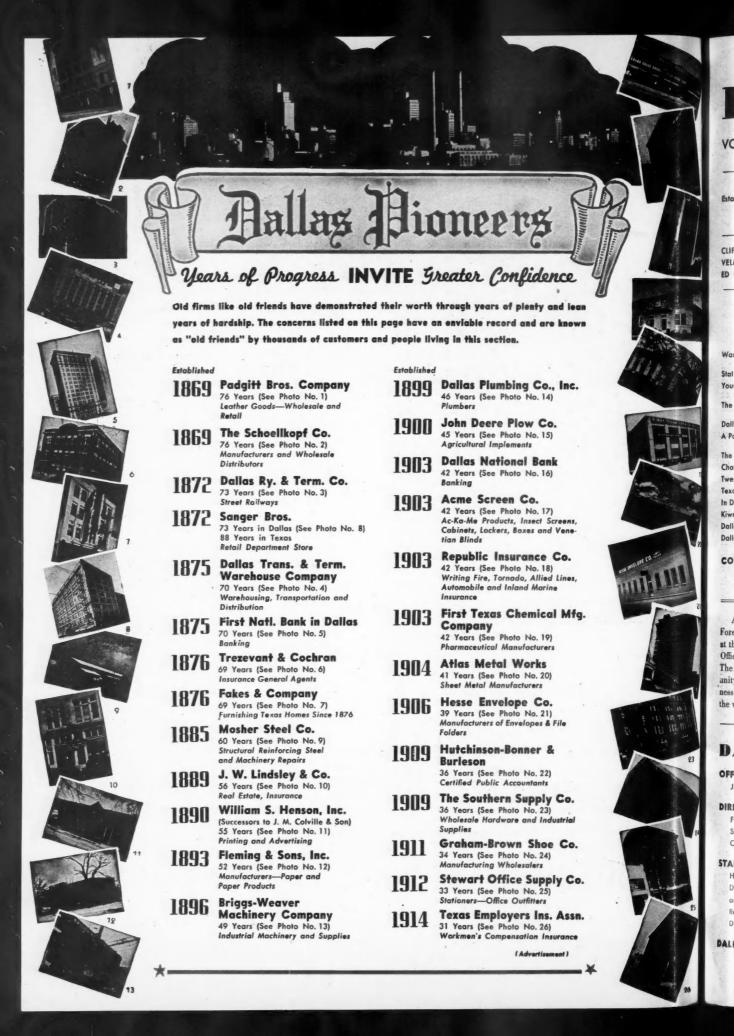
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DALLAS

VOLUME 24

APRIL, 1945

NUMBER 4

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON Editor
VELMA BOSWELL . . . Business Manager
ED FLOYD Advertising Manager



Member Southwestern Association of Industrial Editors

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COVER. Artist's conception of what may be...an entirely new Union Station, west of the present tracks, with entrance from the west side, ample parking space, trains on ground level at rear and no steps to climb.

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Water HELPS TO TUE

THE WHEELS OF INDUSTRY

The natural resources of Texas state. From the north to the south; predestined it to be a great industrial east to the west, manufacturing and processing plants have been established.

And the future holds forth even greater growth and development.

If the wheels of Texas' industry are to turn as they should—an ample, efficient unfailing water system is absolutely necessary.

When water is a consideration in your plans—either for expansion or for new development—let the Layne-Texas Company engineers and technicians help you.



WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce in the Nation's Capital

National View of Unification

THE CAMPAIGN for unification of the communities comprising Greater Dallas has dwelt principally, and quite properly, on the material and social gains which can be expected to accrue to a people who blend their individual aspirations into a singleness of purpose and



DALE MILLER

action in meeting the problems of the future. But there is one phase of the matter which has provoked too little discussion, and, because it involves the relationship between Greater Dallas and the Federal Government, it is probably my duty to report it.

It is universally understood, of course, that the Federal Government must assume certain responsibilities after the war in cushioning the shock of readjustment from a war-time to a peace-time economy. This problem is causing considerable concern in Washington, although there is some difference of opinion as to how serious the problem eventually will prove to be.

My own opinion, I should report in passing, is that the fear of any serious post-war depression is probably unfounded. In the first place, the Pacific war will no doubt continue for months if not for years beyond the termination of the conflict in Europe, and the necessity of waging one war instead of two will permit a gradual rather than an abrupt reconversion of industry. Moreover, demobilization of the armed forces will doubtless require more time than we hope or have a right to expect, and the absorption of returned servicemen into gainful employment can be accomplished gradually over an appreciable period of time.

Be that as it may, the Federal Government must nevertheless be prepared to bolster the national economy during this transition period with a program of sound public works. Already the various executive agencies having to do with matters of this kind are developing plans and projects to be undertaken during this period. Congress is equally alert to this problem; bills have been introduced, hearings are now being held, and appropriations will be made to carry this program forward. The program includes public buildings, highway development, improvement of rivers and harbors, a national aviation plan, and other matters of enduring character.

The Government, happily enough, seems determined to avoid the wasteful leaf-raking and "made-work" expenditures of the depression years. The public works program will no doubt be confined to projects of tested merit and more or less permanent character. Applications for Federal funds made by communities throughout the United States will be carefully examined, and there will no doubt be many more applications for funds than there will be funds to satisfy the applications. We can expect a rather highly competitive situation to develop.

The test of success, in a situation of this kind, will be the instant readiness of a community to meet Federal requirements, and the ability to set forth without delay detailed plans and blueprints for the projects it hopes to construct. The Greater Dallas Master Plan is a perfect example of a community's answer to this challenge. It anticipates opportunity. It co-ordinates civic effort. It says in effect —with unmistakable clarity—this is what we as a progressive and united people are ready and able to do.

The Master Plan, therefore, will prove extraordinarily useful not merely as a blueprint for progress but as a practical instrument to meet Federal requirements in the construction of many projects requiring either Federal funds or approval. It is a realistic fact that communities which have a definite and detailed program of civic development will be in better position to command Federal assist-

ance than will communities which offer only a haphazard and uncoordinated assortment of individual projects. It goes without saying that Federal funds will be insufficient to satisfy all applications; and, consequently, it is common sense to believe that those projects of tested merit, fully supported by a community's readiness to assume its local responsibilities, will attain a higher priority in the Federal program. Projects of less merit will in all likelihood stay buried in agency files.

The campaign for unification, therefore, is important in that, if successful, it will give full effectiveness to the Master Plan and demonstrate Greater Dallas' unity of purpose in approaching the problems of the future. It will facilitate the work of the future, because in the nature of our political system most civic projects have some financial or functional relationship with the policies of the Federal Government. To the extent that a community can plan its future, and at the same time orientate its plan into the post-war program of the Federal Government, to a proportionate degree will that plan be susceptible of achievement.

It would be utterly capricious, of course, to assert that Greater Dallas would fail to acquire Federal assistance in its post-war program if unification were not achieved, just as it would be absurd to maintain that Federal funds would flow munificently into Dallas if unification were accomplished. There is neither dire threat on the one hand nor roseate promise on the other. But it should be clear, nevertheless, that a community which is ready with a comprehensive over-all plan of civic development will be in better position, from many standpoints, than would be the case if an undue complexity in its political systems prevented such a plan from exerting the wholesome influence on future progress of which it is capable. Whatever else may be said for or against unification-and surely the problem has many ramifications-the relationship of Greater Dallas to the post-war program of the Federal Government is a factor which, in my opinion, should be given what consideration it merits.

GEORGE P. COKER, JR., has been appointed manager of operations for American Airlines at Dallas, having formerly served as station manager for American at Love Field. E. V. FOX, formerly assistant station manager at Love Field, has been named supervisor of passenger and cargo service.

Statistics Chart Dallas' Growth

These statistics are for Dallas, Highland Park and University Park and do not include such towns as Grand Prairie (site of the North American airplane manufacturing plants and the Naval Air Station), Garland (site of Continental Motors Corporation and Southern Aircraft Corporation), Cockrell Hill, Pleas-

Population			Water Connec	tions 1944	1945
Greater Dallas (estimate ba			January	86,85	59 89,519
utility meters)		450,000	February	87,04	9 89,604
Dallas County (estim	ate based on	pro-	March	87,18	33
jection of Greater	Dallas' gro	wth) 506,000	April	87,52	20
			May	87,79	9
School Enrollment			June	88,16	3
1935 54,367	1940	53,701		88,48	
1936 54,466	1941	53,253	August	88,71 88,89	16
1937 54,529		53,553	October	89,09	7
1938 53,959		54,413		89,13	
1939 54,313	1944	53,828		89,24	
Bank Debits	1944	1945	December 1		
January \$	501.569,000	\$ 633,803,000 '	Telephone Com	nandiana ross	7045
February	546,209,000	510,804,000	Telephone Con		
March	517,331,000		January	122,88	3 124,011
April	509,363,000		February	123.08	4 124,680
May	511,070,000		March	123,43	0
June	582,166,000		April	123,54	3
July	514,319,000		May	123,37	7
August	503,415,000		June	123,08	0
September October	549,630,000 548,691,000		August	123,25 123,30	9
November	559,064,000			123,87	
December	683,969,000		October	123,95	3
_		The second of	November	123,75	9 1 2 3 3
Total\$	6,526,796,000	- 1 v	December	123,68	9
Bank Clearings	1944	1945	l a line set a la la	45 MAR	7457
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February	461,945,682	495 997 565	Gas Connection		1945
March	507,455,896	2 4 2 1 1 1 1 1	ald January and bear	96,22	0 99,166
April	464,688,333	Control of the	February	96,43 96,56	99,305
May	466,689,863	The second of the second	March	96,56	8
June	515,499,330	and the partition	April 101 starp	96,86	State & Long Kin
July	491,072,596		TA WAY	97,17	4 Ave. 1
August	469,619,373	The second second	June	97,17 97,42 97,46	
September	507,865,355	100 AND 400 AND	A	07 59	COMM.
October	519,272,571 520,878,535	13.5-51 7 . 104	September	97,52 97,63	3. Limits
November December	575,259,579	the state of	October Sean	Jana 10 . Lang. 98,07	2 438
_			Novembor	98 60	2
Total	5,982,491,172		December	7ud 34164 5414 11 98,90	
Postal Receipts	1944	1945	and and the	and the same state	14
January	\$ 492.763	8 626,188	Electric Meters	1044	1945
February		571,852	- Jacks of Target Basking	their them great.	
March		14	January	102,33 1041 19 102,59 102,94 103,27 103,64	2 105,751
April			February	102,04	105,955
May	549,032		March.	102,94	
June			May	103.64	
July		1 1997 - 1	Inne	103,97	6
August	547,917		July	104,204	1
September			August	104,47	3
October November		7 - 4	September	104,204 104,473 104,67	7
December		The state of the s	October	104,974 105,31	A Superior I
		A DESCRIPTION OF THE PARTY OF T	November	105,31	7 . 1:
Total	\$6,803,432		December	105,593	
Building Permits	1944	1945	Landen to 1	gane and a second	
(Greater Dallas)	1744	1740	War Bonds	1944	1945
January	21 367 279	8 497,720	January	A some state of the	3,709,730.75
February		293,990	February		3,289,517.00
March		=/0,//0	March		3,002,011.00
			April		111 BOTE
April			May	3,224,320.25	35.
April May	1,490,192				
			June		AND A CONTRACT OF
May June July	641,018 465,131	2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	July	+99,339,554.50	Jazi je lamin
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May June July August September October	641,018 465,131 323,110 251,909 457,399		July August September October	†99,339,554.50 2,652,243.50 3,300,660,25 2,751,960,25	
May June July August September October November	641,018 465,131 323,110 251,909 457,399 386,032		July August September October	†99,339,554.50 2,652,243.50 3,300,660.25 2,751,960.25	
May June July August September October	641,018 465,131 323,110 251,909 457,399 386,032	- N.S. William	July August September October	†99,339,554.50 2,652,243.50 3,300,660.25 2,751,960.25	

*For period, January 1 through February 29 (Fourth War Loan Drive). *For period, June 1 through July 31 (Fifth War Loan Drive). *For period, November 1 through December 31 (Sixth War Loan Drive).

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VISION, faith and determination are the fundamentals by which Americans have achieved world dominance. These incentives brought the Pilgrims to the Western World. The same attributes of success sent pioneers into the interior to expand a civilization of which we ultimately have become a part.

Vision, faith and determination located many communities, and spurred founding fathers into development of great cities. Some of these cities had valuable natural advantages. Others had none, but became nationally important because men determined to make them great.

That which is Dallas today is of that category. That which John Neely Bryan pioneered is a reality only because of men and women of succeeding generations had his vision, faith and determination.

Fortunate for us of today's Dallas is the fact that the same spirit of progress still endures so emphatically now through the Master Plan for a better city. This imposing, yet vital, blueprint for the future metropolis of the Southwest, truly reflects the stubborn will of men and women, some of whom have been called visionaries, but who lived to see their dreams come true.

That which Dallas faces today parallels the glorious history of the past, and becomes doubly significant in view of the uncertainties of tomorrow.

The postwar world is going to be a new world. The world we knew once is gone.

Too few Dallasites realize to what an extent the eves of the nation are focused on their city and a few others with a postwar blueprint similar to the vast, but not too vast, Dallas Master Plan.

Jobs for returning soldiers, streets adequate for 5 p. m. home-going traffic, airports to attract an infant industry as it develops! No citizen of Dallas, or her suburbs, fails to grant the desirability of these aims. One who did would court ostracism. Picture if you can the man in the street who would deny that, come what may in the way of a world changed from that of our forefathers, it is up to those of us who remained at home to somehow, someway provide a job for those who went to war.

Few, if any, are the men in Dallas or its suburbs whose faith in the future of Dallas is so limited as to question the possibility or practicality of wider, straighter streets, who would lift an eyebrow over the definite probability that Dallas has as good an opportunity as any city in the Southwest to rise through avia-

Men of good will, not only in Dallas but throughout the nation, have faced

tion to a top place as a center for air freight and passenger traffic if facilities are provided.

the fact, no longer thought radical, that intelligent self interest demands, in a complicated civilization such as ours, that jobs be made where no jobs are available; that jobs which are made must never again be of the "leaf raking" variety of the great depression.

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Differences of opinion lie mainly in the means to this end. There are those who pay lip service to the above ideas, to the premise that a better world must be built on the war ashes of the present, but refuse to search for ways and means.

They say, in effect, "It is none of my

They say, in effect, "Of course we must plan for a better future. But this Master Plan for Dallas strikes pretty close to home. It's an enormous thing . . . visionary, complicated, interlocking. Water, sewerage, parks, the schools my children go to, the city hall where I pay my taxes . . . they're all affected. I don't know. I'm afraid . . ."

They are the ones who fail to realize the extent of the civic leadership that has put into play, right here at home, the American imagination and initiative essential for construction of that better

A municipal auditorium to equal Kansas City's . . . to name but one Master Plan project. It is an enormous undertaking. It is close to home. And it will demand a degree of co-operation the sons of individualistic pioneers, who founded the village on the Trinity, may never before have attempted.

But from such co-operative effort, many, I believe, are now convinced, will spring a new city, our contribution to a rebuilt world, which we may be proud to bequeath to our sons and daughters.

"Make no little plans," is a favorite phrase of Mayor J. Woodall Rodgers,

DOWNTOWN AUDITORIUM. The Master Plan makes provision for a new auditorium within easy walking distance from hotels and downtown areas, which may look something like the sketch above Seating up to 20,000 persons, it will be beautiful, comfortable, and adjustable to meetings, concerts, theatricals, operas and conventions, ranging from the smallest and most intimate event to the biggest city-wide attraction.

DALLAS . APRIL, 1945

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the man who perhaps more than any other is responsible for the fact that Dallas is ready with a plan for the future. "They have no magic to stir men's blood, and probably will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever growing insistency.

"Remember that our sons and grandsons are going to do things that would stagger us.

"Let your watchword be order, and your beacon beauty. City planning is merely the exercise of municipal imagination. It is the scientific and expert vision of inevitable city growth, and the preparation of plans to provide for that growth."

Many believe, with Mayor Rodgers, that Dallas is destined to become the metropolis of the Southwest during the next quarter of a century if its true spirit of co-operation and accomplishment is permitted ascendancy. Increasing are the numbers who realize, with him, that united we stand, divided, corporately speaking, we fall.

Among their numbers are hundreds of men and women rightfully and jealously proud of the suburban cities they have helped to build, proud of what the names those suburban cities bear, mean in peaceful, quiet and beautiful homes, well-run and efficient government.

But somehow their eyes have seen the vision of what a united city could mean. To them the long view has become the reality, prejudice less important than the future they know can be realized only through union with the mother city to which they owe their being.

They are ready to take up their share of the task, defined by Lewis Mumford in "The Culture of Cities" as "fundamental" in the world man must somehow

create if he is not to destroy himself and his civilization; the task of repairing colossal blunders made during the era when cities grew "like Topsy."

"Today we begin to see that the improvement of cities is no matter for small, one-sided reforms; the task of city design involves the vaster task of rebuilding our civilization," says Mr. Mumford.

And it is in that spirit those who look at a Greater Dallas marching down the years have dared to dream. They know that the city of their vision is, indeed, "no matter for small, one-sided reforms," that its design must be a part of "the vaster task of rebuilding our civilization." For a new world is on the way, a better and cleaner, a more useful and a more beautiful world, and they are determined that Dallas shall shine proudly in it.

To these ends they have drawn their plan—that Master Plan—that now is nothing more than lines and diagrams, but which, thanks to the spirit of fathers with definiteness and purpose handed on to sons of the same breed, will surely be translated into realities more concrete.

Life will be breathed into that which now is only ink and paper. Areas for business and industry will be more definitely marked out and sharply defined. The same will be done for space for homes and space for recreation. It will be so arranged that neither will encroach too sharply on the other; and yet it will be so co-ordinated that each will have ample space for that orderly and progressive development which is theirs by right of being a part of "Your Better Dallas of the Future." Connecting all will be traffic arteries of proper width and direction to move the people of a modern time, with all its aids for getting swiftly to and fro, without that congestion that comes too often on narrow streets haphazardly laid out.

Public buildings will rise—a new city hall, a new court house, a new union station, a new public library, and others. They will stand, white and shining, adding their new loveliness to the proud beauty of their older sisters in the famous Dallas skyline, symbol of the present's faith in that future they will serve.

And there will be a host of other new and good things—new schools and playgrounds for the children, and new parks

(Continued on Page 32)





NEW CITY HALL AND LIBRARY. The artist's drawing at left gives an idea of how the new municipal building might appear. Headquarters for governmental activity for an unified Dallas, the structure will be modern, impressive, beautiful, providing facilities adequate for a Greater Dallas of the future. The Master Plan also provides for a library something like that pictured at the right, which would replace the present building erected forty years ago and would meet the needs for the city of a million persons that Dallas is destined to be within the next quarter of a century.

By Jack B. Dale

PRESIDENT, DALLAS MANUFACTURERS' AND WHOLESALERS' ASSOCIATION

You Can Increase Employee Efficiency and Morale with . .



Today's Office Lighting!

Work behind schedule, errors discovered too late, mistakes in filing, workers with headaches and strained eyes... these problems and others may be helped by providing better seeing conditions in your offices. Ask for our folder on TODAY'S OFFICE LIGHTING.

Telephone C-9321

Lighting Service Division

DALLAS POWER & LIGHT COMPANY

DA

The Human Factor in Unification

EVENTS of recent weeks establish positively that some citizens of the Greater Dallas area have not fully realized the prepondent possibilities of the Master Plan.

Those most outspoken against unification of the Park Cities and Preston Hollow with the City of Dallas into a single municipal government base their objections upon minor material matters. Apparently they have not recognized that the great over-all benefits of the plan are measured in human values.

Perhaps the civic leaders who urge unification, in support of the Master Plan, have taken too much for granted in their anticipation of the public's general interpretation of this proposal. Perhaps they have not pin-pointed those things which have no tangible value, but are immeasurably essential to the way of living envisioned for succeeding generations.

Apparently many citizens are more concerned over the location of a new trafficway, or whether friends and neighbors of long standing can be trusted to deliver pledges against the future, than they are in the sort of a city they will provide for those who soon will be facing the future on their own.

One of the most important home front problems today is that of juvenile delinquency, which has increased at a dangerously alarming rate during the past two or three years. Dallas is no exception. Many cases investigated in Dallas recently revealed things which are beyond the imagination of the casual citizen who takes too little, or no, interest in the environment under which today's youth is growing into maturity.

The finger of blame for many remediable conditions can be pointed straight at too many thousands of Dallas citizens. In the past too many of us have taken too much for granted. Maybe we are afraid to ask ourselves that age-old question: "Am I my brother's keeper?"

This is not to indict a citizenry which has permitted the outcropping and uprooting of conditions which breed juvenile delinquency. Rather it is to awaken a responsibility in Christian hearts to the necessity of doing something now, everything, in fact, toward providing today's youth with a wholesome atmosphere in which to grow into adulthood.

Outstanding in the Master Plan is the program of parks, playgrounds, and cultural facilities. This plan provides a small play park within one-half mile of every home and a larger park with play fields within one mile of every home. In these public facilities, under a program of supervised recreation, there will be none of the conditions which contribute to juvenile delinquency. Crime and vice cannot flourish in a city of good homes, churches, schools and recreational facilities

One of the hidden values in such a program is the importance of supervised recreation. Too many children today are living in a home environment not conducive to development of the qualities of good citizenship, which are so essential in childlife. Social research reveals that many parents realize they do not have the background, nor opportunity, to properly train our citizens of tomorrow. In many of our less fortunate homes, where squalor is emphasized by a large family of small children, the youngsters soon realize that they must fight for survival. Their life's inclinations become definitely formed, and often in the wrong direction. Give these same children opportunities to learn the value of sportsmanship, fair play, honesty, truthfulness and a dread of departure therefrom, and what can we anticipate? The answer is

The City of Dallas has a fine reputation for citizenship. It is common knowledge far from home that Dallas has an almost irreducible minimum of organized crime and vice. Dallas does not have race riots, Dallas has no record of sabotage in the war effort. Dallas requires no concentration of the Federal agents to war against narcotic traffic. Dallas is free from organized racketeering, which preys

By Frank M. Ryburn, Sr.

Chairman, Dallas City-County Welfare Board upon good business. Yes, Dallas is known far and wide as a good, clean, moral city.

Dallas must maintain this reputation, and it can be maintained only through good city government, by which it has been achieved.

What are the requisites of good government? Again the answer is obvious. But unfortunately too many citizens of the Greater Dallas area have no voice in the government by which the city's reputation stands or falls along with its citizenship. Too many citizens, whose own children cannot be completely shielded against undesirable things, cannot go to the polls and vote for perpetuation in office of the kind of municipal government which they realize is imperative.

Is this present condition, of which we are so proud, threatened? The answer is "We hope not, but it could be."

Corrupt government has fallen upon many cities during recent years, something which we all lament. Dallas has had experiences in the past when operation of its municipal affairs was not entirely to the satisfaction of those who hold to the tenets of good government.

As we anticipate the future, nothing should have more consideration than the problem of controlling those things which are so vital to youth. If Dallas should again find itself in the power of corrupt government, it automatically would face a determination from that government to foster, rather than combat, the evils about which we are now so concerned. Corrupt government cannot exist without people who do not stand for the finer and nobler things in life. Only through the encouragement of corruption and vice could such a government expect to survive.

Our course thereby becomes plain. Citizens of Greater Dallas should jump at the opportunity to guarantee themselves an opportunity to help in choosing those responsible for public conditions.

Residents of the Park Cities should be rightfully proud of the communities in which they live. Organized crime and vice do not gravitate to such areas. But elsewhere in Dallas children of the Park Cities will be exposed to things undesirable unless a non-political, efficient city

(Continued on Page 31)

Dallas County Leads in Population Gains

DALLAS COUNTY has been the mates reported by the various local leader in the state in population increases as estimated from 1943 to the first of this year, having gained 63,033 since the United States Census Bureau 1943 estimate to bring the aggregate to 506,000 as of January 1, 1945.

This is revealed by a population survey of metropolitan cities of the Southwest completed by the Division of Research and Statistics of the Dallas Chamber of Commerce, which compares 1943 Federal census estimates with 1945 estiChambers of Commerce.

In making the survey, O. W. Thurston, director of research and statistics for the Dallas Chamber, obtained population data from all Southwest cities meeting the United States Census Bureau's definition of metropolitan cities.

Harris County (Houston), in first place in the state in total population, having an aggregate of 626,800 on January 1, 1945, as estimated by the Houston Chamber of Commerce in its report to Mr. Thurston, gained 25,551 as compared with the Dallas County increase of 63,033.

Bexar County (San Antonio), third in population with an estimated 400,000, showed a gain of 35,725 for the same period, and Tarrant County (Fort Worth), fourth in population with an estimated 297,000, showed an increase of 29,144.

The survey further disclosed that Dallas, second in the state in total population for corporate area, had an estimated (Continued on Page 27)

			RATE CITY-		LITAN AREA			UNTY-	
	Square Miles	1940 U. S. Census	*Jan., 1945 Estimate	1940 U. S. Census	*Jan., 1945 Estimate	1940 U. S. Census	U.S. Census Estimate	U.S. Census Estimate	*Jan., 194
ΓEXAS	Miles	C. S. Census	Latimate	e.s. cemas	Lottinato	U. S. Census	Estimate	Estimate	Parimera
Amarillo	17	51,686	61.500	53,463	55,000				
Potter County		52,000	,	1	,	54,265	50,989	58,042	70,000
Austin	33.16	87,930	99,036	106,193	112.036	,	50,505	00,01	.0,000
Travis County	00120	,	,	,	,	111.053	116,621	106,152	*******
†Beaumont	10.1	59.061	177,335	138,608	176,742	,000		200,202	*********
Jefferson Count		02,002	4.1,000		,,	145,329	159,254	178.214	±191,942
†Port Arthur	11	46,140	56,000	138,608	176,742	110,012	207,402	110,212	4171,710
Jefferson Count		,	0-,	,	,	145,329	159,254	178,214	±191.942
Corpus Christi	20	57,301	105,000	70,677		110,020	107,201	110,217	4.171,776
Nueces County	20	01,001	100,000	10,011	*********	92,661	118,297	113,403	
Dallas	50.54	294,734	370,414	376,548	476,000	72,001	110,271	110,400	*********
Dallas County	00.04	279,109	510,414	010,040	410,000	398,564	429,396	442,967	506,000
El Paso	13.75	96,810	109,000	115,801	119,000	070,004	429,090	442,901	300,000
		90,010	109,000	113,001	119,000	131,067	195 914	126 175	141.000
El Paso County		177 669	015 000	207 677	990 000	131,007	135,314	136,175	141,902
Fort Worth	65.18	177,662	215,000	207,677	280,000	905 501	024 550	065.056	007 000
Tarrant County		(0.655	50 (00	21 (22	00.000	225,521	234,759	267,856	297,000
Galveston	7.8	60,677	78,688	71,677	92,000	01 150	0= 400		
Galveston Count		004 514	487 000	F10 00F	COT 410	81,173	87,432	94,314	102,000
Houston	73.89	384,514	471,230	510,397	625,412	F00 044			
Harris County						528,961	552,921	601,249	626,800
San Antonio	80	253,854	345,000	319,010	365,000				
Bexar County						338,176	352,112	364,275	400,000
Waco	17.5	55,982	65,000	71,114	77,114			*	
McLennan Coun	ity					101,898	108,079	103,185	*******
RKANSAS									
Little Rock	17.9	88,039	103,000	126,724	132,790				
Pulaski County						156,085	174,981	165,771	*********
IISSISSIPPI									
Jackson	16.5	62,107	72,000	88,003	98,000				
Hinds County				1		107.273	115,341	110.836	120,000
ENNESSEE								,	,
Memphis	50.87	292,942	326,500	332,477	396,038				
Shelby County			,	,	,	358,250	353,100	378,108	404.855
OUISIANA						000,200	000,200	010,100	20 2,000
New Orleans	363.5	494,537	601,154	540,030	698,283				
Orleans Parish	0.0010	.,.,	002,202	010,000	020,200	§544,510	§571,641	§584,181	686,282
Shreveport	19.5	98,167	114,868	112.225	128,000	3011,010	30.1,011	3007,101	000,202
Caddo Parish		20,20	111,000	112,000	120,000	150,203	155,915	139,693	150,000
KLAHOMA						100,200	100,710	100,000	130,000
Oklahoma City	25.46	204,424	220.000	221,229	267,000				
Oklahoma Count		202922	220,000	221,227	201,000	244,159	216,493	256,559	207 000
Tulsa	21.95	142,157	180,250	188,562	212,363	277,107	210,490	200,009	287,000
Tulsa County	21.70	1 74,101	100,200	100,002	212,000	193.363	209,614	213,200	917 900
*Chamber of Comme	erce estimat	es.					209,014 and Jefferson Pa		217,8 08

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a Point of View On

Exportation of Texas Gas

THE CURRENT discussion in reference to export of natural gas from Texas to other states seems to be centered on the thought that such transport of gas out of the state should be restricted by some means and that the gas should be kept in the ground here in Texas. In the opinion of this writer this theory of restricting the exportation of natural gas is based on the wrong viewpoint.

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The use of natural gas or any other resource should not be restricted but should be encouraged under proper controls. What should be restricted and absolutely eliminated, if possible, is the wastage of natural gas in Texas. It is on this that we should center our attention, rather than on restricting the use of gas. Some facts concerning this wastage, its volume and its causes will throw light on the real problem which confronts the citizenship of Texas in the conservation of our natural resources.

Considerable wastage of natural gas at present occurs in connection with operation of oil wells. In many oil fields the gas drives the oil to the surface and then is burned in a flare in the open air. To the extent that it has been used for bringing oil out of the well it has not been wasted, but some means should be found to capture this flared gas and make use of it as fuel.

The exact amount of gas which is wasted in this manner is in some doubt, but the latest aavilable figures indicate that somewhat less than one billion cubic feet a day goes into the air; probably only half this amount. Not by any means is all the gas produced with oil wasted in Texas. Many natural gas companies save and market tremendous quantities of this gas after it has served the useful purpose of producing oil, our most vital war product.

In the production of oil, in many instances, as stated, gas is the motive power lifting the oil to the surface. Some oil is produced with very nominal gas-oil ratios, probably not in excess of the gas in solution in the oil. Under other conditions gas-oil ratios may reach and exceed 10.000 cubic feet of gas to the barrel of oil. In many oil fields a gas cap exists above the oil strata and unless this gas

is capped off or the well perforated only in the oil strata, high gas-oil ratios are likely to prevail. This casinghead gas is generally at a pressure much below the pressure maintained in gas transmission lines.

In recent years, with the advent of the electrical logging of wells giving the operator more information as to the exact location of the producing horizon and with the rather recent practice of cementing casing through the formations, it has been possible for operators to perforate the wells in the oil producing formation below the gas-oil contact, thereby completing the well with low gas-oil ratio. This in itself has brought about consider-

By Elmer F. Schmidt

Vice President, Lone Star Gas Company

able reduction in waste of gas in the production of oil.

Wherever the quality of casinghead gas has been suitable for domestic consumption and where the gathering of such casinghead gas is economical, gas companies generally have utilized the casinghead gas by compressing it into their transmission lines in preference to producing dry gas, which can be retained in the reservoir.

A specific example of this condition and of the successful conservation of gas exists in an East Texas field. This particular field has both gas and oil wells scattered through an area of 14,000 acres. Early in its development a considerable amount of casinghead gas was produced from oil wells in the northern part of the field and a large natural gas transmission company assisted a natural gasoline company in the erection of a gathering system, gasoline extraction plant and booster compressor station to make this gas available to the transmission pipe lines. This resulted in the saving of about 81/2 billion cubic feet of gas which had served its purpose in lifting oil to the surface. In this same field the principal producing company converted one of their compressors, which had been used in cycling gas, to compress other casinghead gas into the pipe lines of the transmission company. The transmission com-



ELMER F. SCHMIDT

pany also erected a compressor station in another part of the field to gather the remaining casinghead gas, which normally would be wasted but is now saved by being boosted into their transmission lines and carried to markets.

These three operations result in practically no waste of gas in this large field, and it was through the co-operative effort of all parties concerned that this was made possible.

The total casinghead gas produced and saved for markets in this field from 1935 to date is in excess of 52 billion cubic feet and during the same period only 33 billion cubic feet of dry natural gas was produced.

In another area in Central West Texas covering several counties this same transmission company co-operating with several natural gasoline companies has gathered, treated, compressed and saved 240 billion cubic feet of low pressure casinghead gas during the period from 1923 to date. The saving of this casinghead gas is a real contribution toward the conservation of our natural gas reserves. Other similar examples could be cited.

Recently the Railroad Commission of Texas, after a state-wide hearing on the waste of gas, appointed an engineering committee to make full and complete investigation of every field in the State of Texas where gas was allowed to blow into the air. This committee will bring to the commission the location and all pertinent engineering data including quantity of all casinghead gas now being vented to the air. With these facts known, a reasonable solution of the problem of waste may be

developed. This is a forward step in the conservation of casinghead gas.

The utilization of natural gas for fuel must be encouraged and not discouraged if we are to realize its full value. It is just as reasonable to say that the exportation of oil from Texas should be stopped as to say that sale of Texas natural gas in other states should be restricted or eliminated. Where would the oil industry have been and what would have become of the great revenues which the state enjoys from this great industry, if these restrictive proposals had been applied to the production and sale of oil? The oil industry has developed in Texas because it had the necessary freedom of action. The large investments made in oil lands, wells, p'pelines and refineries, the many people employed in Texas by the petroleum business, are the result of encouraging the use of petroleum products.

The amount of gas which is now being exported from Texas is very small in comparison with the total production and with the total known gas reserves in the state. The presently known recoverable gas reserves approximate 80 trillion cubic feet as of December 31, 1943, which are the latest available figures. In 1943 natural gas production amounted to approximately 1 1/3 trillion cubic feet, not including gas furnished to carbon black plants and wasted. At this rate of production the presently known recoverable gas reserves are sufficient for about 62 years. However, it is predicted that additional reserves will be discovered and in view of this it is estimated that the natural gas reserves of Texas will last for several generations.

As compared with this, it is estimated that at the present rate of production the state's oil reserves will last approximately 19½ years. Both oil and natural gas are exhaustible resources but no one is demanding that the exportation of oil from Texas be stopped although the oil reserves are much less than the gas reserves.

The United States Bureau of Mines reports in its summary of the natural gas statistics for 1943 that Texas is transporting gas to nineteen other states and that the total volume exported to those states for that year was about 300 billion cubic feet. On the other hand, four states were transporting gas into Texas.

One large company serving north Texas, for many years depended upon natural gas transported from Oklahoma, Louisiana and New Mexico. From 1918 to 1924 a very large percentage of the natural gas supplied to Dallas and Fort GREAT AMERICAN GAME



Worth and intervening areas in Texas came from Oklahoma. The amount thus imported ranged from 67 per cent a year to 79 per cent of all the gas obtained by this company. Today the state of Oklahoma continues to supply a considerable amount of gas to Texas customers. The city of El Paso is wholly dependent upon natural gas transported from New Mexico. Substantial quantities also are transported into Texas from Louisiana.

The matter of retaining the gas in Texas in order to promote industrial development is brought to the fore in practically all of the discussions. In this connection it must be remembered that fuel costs represent but a small percentage of the total cost of manufacture and distribution. It is estimated that in most cases this cost does not exceed more than five per cent of such costs. There are other prime factors which influence the location of industries. Some of them are: The attitude of the state government toward business as evidenced by its regulatory and tax laws; the availability of labor; transportation facilities; and location with reference to markets. Texas for many years has had an abundant supply of gas and yet has experienced no great industrial development because of that fact alone. Few industries other than those directly connected with oil and gas production have located in the Panhandle, although it has had one of the largest gas fields in the world. The location of industries must, of course, be made where there is an abundance of fuel at reasonable prices, but fuel is not the primary consideration.

From the legal standpoint there is no question that Texas is estopped from prohibiting the sale or transportation of natural gas in interstate commerce. Under our national constitution, commerce between the states can be neither prohibited

nor regulated nor directly taxed by the states. Texas, governmentally and economically, is a part of an indissoluble union. In 1907 the state of Oklahoma passed a law which in effect prevented the export of gas from that state and the United States Supreme Court held the law unconstitutional. The highest court in the land in numerous similar cases has held that such restrictions of interstate commerce are unconstitutional.

The discovery of the present natural gas resources of this state would have been delayed for many years, perhaps forever, if the value of natural gas as a fuel had not been recognized and encouraged by those engaged in the business. The ability to move natural gas in interstate commerce for use as fuel to distant markets has resulted in the development of many of the great natural gas fields in Texas, has brought tremendous wealth to the people of Texas, and has been instrumental in reducing waste.

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Texas need have no fear of a shortage of fuel. Not only is it assured of an adequate supply of gas for at least sixty years and perhaps longer, but it is assured for a long time to come of adequate supplies of oil. There has been and is now being developed within and adjacent to Texas large hydro-electric power projects. These, together with the existing electrical generating plants, assure to Texas a large amount of cheap electric power. Texas has large quantities of bituminous coal already located in the counties of Wise, Jack, Palo Pinto, Erath, Young, Eastland, Coleman and others. Millions of acres of high-grade lignite, which has proved to be a splendid fuel, are known to exist in Texas. There is no reason to doubt that Texas can develop these vast reserves of coal and lignite if and when the occasion should arise. There was a time when it was feared that the timber resources of this country would be depleted and the nation find itself without sufficient lumber to meet its essential needs. These fears have been dissipated with the advent of new building materials, such as concrete, tile, brick and, more recently, glass and plastics. It is not improbable that natural gas as fuel will experience a similar history. Texas must do all things needed to prevent the waste of natural gas and oil, but while doing this it must also encourage the widest possible market and use for them. In this way, and in this way only, will it realize the full value of these important re-

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PENING on April 9 of its an-

nual membership campaign by the Dallas Young Men's Christian Association will spotlight the progress of one of the city's leading character building institutions which, from a modest beginning sixty years ago in an upstairs room at 317 Elm Street, has marched ahead in step with Dallas' growth.

The present expansive central branch building at Ervay, Patterson and San Jacinto Streets is the seventh location the Dallas downtown "Y" has had since it was started in 1885 as a unit of a worldwide organization that last year celebrated its one hundredth anniversary. Today there are more than 10,000 associations located in sixty-six countries and on every continent.

Among the more recent program expansions has been the opening of the Park Cities branch, with initial head-quarters in Ownby Stadium on the campus of Southern Methodist University. This branch currently has a temporary location adjacent to the University Park Town Hall. A large frame building is being remodeled on a five-acre tract where the program will be conducted during the coming year. At the present time more than 400 boys are participating in the Park Cities Y.M.C.A. program.

"Important as physical equipment growth is concerned, program development and the greater use of leisure time activities are of even greater importance," points out John H. Henry, executive secretary of the Dallas Y.M.C.A. "The program of the Dallas Y.M.C.A. has become in every sense of the word city-wide. Last year more than 12,000 boys between the ages of 9 and 17 were active in the city-wide program. This represents one out of every four boys in Dallas. Last summer by actual count there were more than 3,400 boys in 'Y' work in a single day."

Chairman of the annual membership drive, which will run through April 20, is R. T. Behannon. Two vice chairmen are Felix McKnight and Eugene Bragg Smith. Four divisional leaders are H. V. McConkey, J. A. Tracy, Travis T. Wallace and Charles W. Wooldridge. Hugo Schoellkopf is chairman of the city-wide membership committee, and Mr. Tracy is chairman of the Central Y.M.C.A.

membership committee.

Each of the divisional leaders will have six teams of ten men each in the drive. Nine luncheon clubs have already enrolled representatives in the drive, and nearly all of the clubs are expected to be represented with teams.

Two types of memberships are to be

emphasized in the 1945 campaign. One will be the sponsored boy's membership of \$5 per year and the other will be the sponsored service men's membership of \$10 per year.

"Any boy between the ages of 8 and 17 is eligible for the \$5 membership," said Mr. Henry. "He can be your own son, son of an employee, son of a service man, or any deserving boy. This special rate is applicable only during the campaign period."

The sponsored service man's membership applies to all returning service men, to whom the board of directors of the Y.M.C.A. recently voted to extend a onehalf year's membership.

"It would be a fine thing if individuals, business firms or clubs would sponsor the other one-half," Mr. Henry said. "It would come as a direct gift from the sponsor, and it would date from the time the membership was actually presented to the returning service man. The one-half rate will be \$10 for the year. Several employers have already expressed a desire to give this membership to all of their men as they return to civilian life."

LEADERS in the 1945 membership campaign of the Dallas Y. M. C. A. are pictured below. In contrast with the first building at 317 Elm Street, which housed the "Y" from 1885 to 1890, today's central branch at Ervay, Patterson and San Jacinto Streets is shown at right.



ROBERT T. BEHANNON



FELIX R. McKNIGHT



EUGENE B. SMITH



DALLAS . APRIL, 1945

Chamber Ready to Advise War Veterans

O MEET the need of discharged veterans for advice on business matters, a counseling group of Dallas business men is being set up under the sponsorship of the Dallas Chamber of Commerce.

More than 100 executives, representing a wide range of business activity, have volunteered their services to date. They will be available for conferring with the returning G.I. Joes on business problems and providing information that in most instances will not be available from governmental and other agencies dealing with the service man at the time of his discharge.

The war veteran seeking assistance with a business problem will be referred to an executive experienced in the particular business field in which he is seeking advice.

The counseling group of business leaders will make it possible for the discharged service men to receive sound business advice that will not only be helpful to them but also to the general economy.

Those who have enlisted for conferences with veterans include:

Joe Agee, Dallas National Bank; M. Allen Anderson, Republic National Life Insurance Company; J. M. Allison, J. W. Lindsley & Company; W. C. Alexander, Tennessee Dairies, Inc.; B. R. Brown, Dallas Railway & Terminal Company; L. N. Bromberg, E. M. Kahn & Company; C. T. Boyle, National Housing Company; M. B. Bogarte, The Guiberson Corporation; Dr. J. W. Bourland, Dallas Medical and Surgical Clinic; N. W. Beach, Southwestern Paper Company of Dallas; J. H. Bredenger, Kraft Cheese Company; Gordon F. Cullum, Cullum and Boren Company; R. G. Collins, The Texas Company; E. M. Dealey, Dallas Morning News; W. L. Dugger, Lone Star Olds-Cadillac Company; Paul Danna, First National Bank; Andrew W. DeShong, North American Aviation, Inc.; J. C. Farrell, Armstrong Packing Company; James C. Faulkner, John W. Riley Estate; M. L. Ferguson, Republic Natural Gas Company; J. J. Fluck, North American Aviation, Inc.; Dean E. H. Flath, Southern Methodist University.

S. M. Gladney, Sun Oil Company; L. W. Garretson, Southwest Frozen Food Distributing Company; J. L. Griffiths, C. B. Hoffman Company; W. B. Gilbert, Dallas National Bank; W. C. Goodman, Reynolds-Penland Company; Grover Godfrey, Home Builders Association of Dallas; L. J. Golden, Republic Natural Gas Company; L. W. Groves, Texas Employers Insurance Association; R. F. Garritson, S. H. Kress & Company; Allen Guiberson, The Guiberson Company; James C. Hurlbut, Republic Insurance Company; A. C. Hamilton, Red Bank Oil Company; Fred R. Horton, Trinity Portland Cement Company; K. G. Hunt, Dallas Cotton Exchange; D. H. Houseman, Cochran & Houseman; C. E. Hinds, Butler Brothers; J. M. Higginbotham, Jr., Higginbotham-Bailey Company; J. F. Hayden, Trinity Portland Cement Company; E. H. Hulsey, Merrill-Lynch-Pierce-Fenner & Beane; Leslie L. Jacobs, Pollock Paper & Box Company; George W. Jalonick III, Southwest Airmotive Company; L. B. Jones, Mosher Steel Company; George R. Jordan, International Travelers Insurance Company; T. K. Johnston, Dallas Medical & Surgical Clinic: Kellum Johnson, Gulf Insurance Company; T. K. Knox, Republic Natural Gas Company.

J. W. Lindsley, Jr., J. W. Lindsley & Company; Richard R. Lee, Southwestern Life Insurance Company; W. W. Lynch, Texas Power & Light Company; C. Moreland, Charles Dennery, Inc.; Fred C. Marth, A. Harris & Company; Allen Merriam, The Daily Times Herald; A. B. Moore, Oak Cliff Bank & Trust Company; W. G. Mullins, Olive & Myers Manufacturing Company; James M. Moroney, Dallas Morning News; O. H. Mann, Higginbotham-Pearlstone Hardware Company; E. B. Mitchell, Jr., Lone Star Cement Corporation; Eugene Mc-Elvaney, First National Bank; Nate Molinarro, North American Aviation,

Inc.; Harry I. Maxson, Maxson-Mahoney-Turner; M. K. Mahoney, Maxson-Mahoney-Turner; W. C. McCord, Southland Life Insurance Company; H. D. McEwen, A. Harris & Company.

M. J. Norrell, Magnolia Petroleum Company; R. J. O'Donnell, Interstate Circuit, Inc.; Largent Parks, Dallas Coffin Company; George F. Pierce, Cullum & Boren Company; C. B. Parrott, First National Bank; J. M. Pomerov, General Motors Acceptance Corporation; Raymond Potts, Potts-Knaur Leather Company; G. B. Richardson, Texas Power & Light Company; W. H. Ruth, Sears-Roebuck Company; Dan D. Rogers, Mercantile National Bank; Alphonso Ragland, Jr., Ragland Insurance Agency; L. F. Randolph, Waples-Platter Company; A. C. Raines, Sr., Reserve Loan Life Insurance Company of Texas; Ralph Robins, Tracy-Locke Company, Inc.; C. S. Roush, Moore Business Forms, Inc.; Robert A. Ross, Neiman-Marcus Company; William T. Sargeant, Stewart Title Guaranty Company; H. A. Stolte, Armored Motor Service, Inc.; John E. Stephen, Red Bank Oil Company; Eric Smith, C. E. Hoffman Company; R. T. Shiels, General Electric Company; J. Max Spangler, Kansas City Life Insurance Company; Bryan Snyder, Jr., Johnston Printing & Advertising Company; Horace D. Spalti, Olive & Myers Manufacturing Company; R. Barney Shields, Great National Life Insurance Company; Eli Sanger, Sanger Brothers; L. B. Stone, Butler Brothers.

J. C. Tenison, Dallas National Bank; John S. Tanner, Austin Bridge Company; J. B. Templeton, Austin Bridge Company; M. E. Tolleson, Republic Natural Gas Company; Oakes T. Turner, Maxson-Mahoney-Turner; I. Edward Tonkon, Consolidated Millinery Company; C. C. Vaughan, International Harvester Company; Reagan M. Waskom, Dallas Transfer Company: J. H. Wood, Jr., Atlantic Pipe Line Company; M. E. Williamson, Otis Elevator Company; John P. Walker, Jr., Southland Life Insurance Company; H. A. Widdecke, Mercantile National Bank; G. K. Weatherred, Dallas Transfer & Terminal Warehouse Company; Ben H. Wooten, Republic National Bank; Travis T. Wallace, Great American Reserve Insurance Company

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ORE THAN 125,000 TEXANS, including the hundreds of employees of these Dallas Firms, are now protected by the Texas Blue Cross Plan. These Texans know that unforeseen hospital bills will be paid through their membership in this non-profit, community Plan. If your firm employs five or more workers, they are eligible for Blue Cross membership. The cost is low, benefits are abundant. This representative list bespeaks the integrity and workability of BLUE CROSS... Organized by the Texas Hospitals themselves for Texas people. A letter or a call will bring full information.

Great Southern Life Insurance Company

Allis-Chalmers Manufacturing Company **Aluminum Company of America** America Fore American Surety Company of New York American Telephone and Telegraph Company American Thread Company Armstrong Cork Company Army Air Force Specialized Depot Mrs. Baird's Bread Saptist General Convention of Texas **Baylor University** Best Foods, Inc. Borden Company, The **Buckners Orphans Home Buell Lumber Company Burroughs Adding Machine Company** Carbide & Carbon Chemicals Corporation Chase Bag Company Chemical Warfare Procurement **Chevrolet Motor Division** Continental Gin Company Continental Supply Company J. C. Crouch Grain Company **Dallas Coffin Company Dallas Community Chest Dallas Gas Company Dallas Morning News** Dellas National Bank Dallas Power & Light Company Dallas Railway and Terminal Company E. I. DuPont de Nemours **Eighth Service Command** Federal Bureau of Investigation Federal Housing Administration Federal Reserve Bank **Federated Hardware Mutuals** First National Bank in Dallas Fishburn Cleaning Company Ford Motor Company **Fulton Bag Company** General Electric Company Golman Baking Compo **Graybar Electric Company**

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W. A. Green Company Griffin Grocery Company **Guiberson Corporation Gulf Oil Corporation** A. Harris & Company Higginbotham-Bailey-Logan Company Highland Park Police Hillcrest State Bank **Hollands Magazine** Home Insurance Company Internal Revenue Department International Harvester Company Jarecki Manufacturing Company Johns-Manville Sales Corporation E. M. Kahn & Company Kansas City Life Insurance Company Linde Air Products Lone Star Gas Company S. H. Lynch & Company Macmillan Company Magnolia Petroleum Company Marcy Lee Manufacturing Company Maytag Southwestern Company Justin McCarty, Inc. Medical Arts Building of Dallas Mercantile National Bank Merchants Cold Storage of Dallas Merrill, Lynch, Pierce, Fenner, & Beane Methodist Ministers Association John E. Mitchell Company Model Laundry & Cleaning National Bank of Commerce of Dallas National Life and Accident Insurance Company National Supply Company N. O. Nelson Manufacturing Company Neuhoff Brothers Oak Cliff Baking Company Oak Farms Dairy Oil Well Supply Company Olive & Meyers Mfg. Company **Oriental Laundry Company** unt Film Distributors Corp. Perkins Dry Goods Company

Pollock Paper & Box Company Pullman Company Radio Station WFAA Radio Station KGKO Radio Station KRLD I. Reinhardt & Son Remington-Rand, Inc. Republic Insurance Company Republic National Life Insurance Company **Gus Roos Company** Safeway Stores Sanger Brothers Seaboard Life Insurance Company John Sexton Company Southland Ice Company Southland Life Insurance Company Southland Steel Company Southwestern Bell Telephone Company Southwestern Drug Corporation Southwestern Life Insurance Company Southwestern Medical Foundation Texas Bitulithic Company **Texas Company Refinery** Texas Electric Railway Times Herald (Dallas) Titche-Goettinger Company Tracy-Locke Company, Inc. Traders & General Insurance Company **Trinity Portland Cement Company** United Gas Pipe Line Company Upjohn Company, The Veterans Administration Hospital War Labor Board War Production Board Western Electric Company Western Union Telegraph Company Westinghouse Electric Supply Company Willard Storage Battery **Wyatt Food Stores** Y.M.C.A. Zenith Casino, Inc.

Pittsburgh Plate Glass Company

Praetorian Life Insurance Company

Put Blue Cross to Work for You Call R-9508

GROUP HOSPITAL SERVICE

BRYAN AT OLIVE

DALLAS, TEXAS



THE TWENTY-FIFTH anniversary of the Liberty State Bank in March marked the growth of a neighborhood service into a metropolitan institution, ranking today as Texas' largest state bank with resources exceeding \$30,000,000.

Without ceremony, the bank's operations proceeded as usual on the anniversary date but officers recalled the modest beginning in a one-story building at Elm and Preston Streets to meet the need for "closer to home" banking facilities by

business concerns in the then "remote uptown" Dallas.

Among the founders were several of the neighboring business men, for whose convenience the bank was opened March 1, 1920, in quarters formerly occupied by a saloon, which had been completely remodeled and fitted for banking service. These included the late Joe E. Lawther, who later served the bank as president, and Sam Dysterbach and T. F. Hart, early directors who continue on the board.

Co-incident with the passing of its twenty-fifth milestone by the Liberty State Bank, the directors approved an increase in the capital stock and surplus from \$1,000,000 to \$1,500,000, the second increase in capital structure within little more than a year. The change, stepping up the capital stock from \$500,000 to \$750,000 and the surplus by a similar amount, will be accomplished by the issuance of 12,500 shares additional to the present outstanding 25,000 shares of common stock with par value of \$20 and offering them to present stockholders at \$40 per share.

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Of the \$500,000 realized from the sale of the additional stock, \$250,000 will be allocated to capital and \$250,000 to surplus.

DeWitt T. Ray, during whose service as president the Liberty State Bank's resources and deposits have approximately doubled, said that the increase in capital structure is predicated on unusually rapid growth of the bank and large credit transactions for important business.

"Our phenomenal development since March, 1920, is based on a definite policy of seeking out and assisting sound enterprise and individual initiative wherever possible," he pointed out.



-Photographs by Thomas K. Cone, Jr.

Eight years after its doors were opened for business, the bank had outgrown its limited quarters and moved to a more pretentious building at Elm and Harwood Streets. In January, 1937, the bank moved again to its present location, the Liberty Bank Building at Elm and St. Paul Streets, a modern thirteen-story structure which houses the Dallas Athletic Club as well as business offices.

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The bank's quarters in the building were expanded in 1941, providing a lobby that is regarded as unique in its open, expansive arrangement that permits easy accessibility to each department and to all officers. Continuous plate glass windows along both Elm and St. Paul Streets permit full visibility to all passersby. A multiple-bank of 90-foot fluorescent fixtures floods the entire banking room with day-light brilliance. The lobby is fully illuminated at night, with the result that evening theater-goers find the spectacle of a bank completely lighted as though for business impressive and cheerful in contrast with the darkened surrounding stores and buildings.

Since the time of occupancy of its present quarters, the Liberty State Bank has increased its resources from \$4,739,931.31 at the end of 1937 to \$31,208,338.29 at the close of 1944. Following

the death of Mr. Lawther, Mr. Ray was called to the presidency in 1943 from the First National Bank of Houston. He is currently vice president of the Texas Bankers' Association.

Officers of the Liberty State Bank also include Ellis C. Huggins, executive vice president; William R. Hoge, Michaux Nash and J. Sid Pulliam, vice presidents; Phillip Reid, cashier; Robert C. Ayres, Arch T. Harris, G. M. Longcope, Allen E. McMurray, T. W. Rutledge and Guy H. Walden, assistant cashiers; and J. Leonard Smith, auditor. John E. Boynton is assistant vice president on leave in the Navy.

Proud of Liberty State Bank's contribution to Dallas' leadership of the Southwest in total bank clearings, President Ray declares that a bank can grow only as it serves.

"The increased strength and resources of the Liberty State Bank must be regarded as increasing equally the bank's obligation to better the business and individual life of the community by furthering individual initiative and progressive enterprise in every way possible," he says.

"We anticipate a period of heretofore unknown expansion and achievement for Dallas, Texas and the Southwest during our second twenty-five years. The Liberty State Bank is able and willing to participate in the financing of any sound enterprise that may aid in such progress or contribute to the advancement and welfare of the individual."

LIBERTY STATE BANK PERSONALITIES. Some of the members of the official family who have contributed to the growth of the Liberty State Bank during its twenty-five years of service to the Dallas community are pictured above:

(1) Ellis C. Huggins, executive vice president; (2) Mrs. Patricia Brown, most recent addition to the staff of tellers, receives a deposit from Miss Dorothy McRae, former teller and now a good customer of the bank; (3) William R. Hoge, vice president, tells Pfc. Howard Kirkham, home on convalescent furlough after nine months overseas in the European theater, about the bank's plans for adding returning war veterans; (4) DeWitt T. Ray, Liberty State Bank president; (5) Michaux Nash, vice president (right), and Ferris Watson, well-known breeder of cotton seed and hybrid corn of Garland; (6) J. Sid Pulliam, vice president, looks over the bank's honor roll containing the names of twenty-six of the bank's employees in military service.

(7) Jane Clark, Suzanne Stone, Marie Cromeans and Nell Lollar at the entrance to the safety deposit

(7) Jane Clark, Suzanne Stone, Marie Cromeans and Nell Lollar at the entrance to the safety deposit vault; (8) Guy H. Walden, assistant cashier and most recent addition to the staff of officers, opens a new account for Mrs. Marguerite Musick; (9) Mrs. G. M. Longoope, assistant cashier, who has the longest service record with the bank, extending over a period of twenty-two years, and has supervision over the bank's more than seventy women employees, watches W. M. Trotter at the coin counting machine; (10) Kathleen Waddell (left) and Mary Trotter at the projection unit of the Recordak used in maintaining a film record of checks; (11) Phillip Reid, cashier; (12) Marie Odom, Mary Jo James, Doris Stevens and Pansy Reddick.

Texas Traffic League Doing Good Job Ironing Out Transportation Problems

AS A PREDICATE for extending its service to Texas industry in giving help on traffic and transportation problems, the Texas Industrial Traffic League is telling the story of its wide range of activities to business generally throughout the state.

While little known to the average Texan, the Texas Industrial Traffic League has been ironing out numerous problems in the field of transportation for many years, serving not any particular industry but working for the industrial development of the state as a whole, points out Sam Goodstein, manager of the transportation department of the Dallas Chamber of Commerce and former president of the League. Mr. Goodstein is currently a member of the board of directors of the League.

The League's service is truly state-wide, being directed toward the development of Texas ports, the industries of the Rio Grande Valley, the Big Bend territory, the cattle, oil, grain, wool, fruit, vegetable and edible nut producing areas, the Panhandle, the Red River territory; in short, the entire state, Mr. Goodstein emphasizes.

"The League functions to assemble, compile and designate accurate information as to transportation charges in Texas and other territories and to advise with and consult the public, various organizations and authorities as to equitable transportation charges and conditions affecting Texas industries, and to undertake such activity as may seem necessary to bring about a public understanding of such matters to serve the best interests of all concerned," Mr. Goodstein explains.

General business of the League is conducted principally by officers and directors at monthly meetings, at which they give consideration not only to all traffic problems but also study state and national legislation affecting Texas industries. A membership meeting is held once a year. The League is a recognized spokesman on traffic matters before the Railroad Commission of Texas, the Interstate Commerce Commission and other groups.

The League maintains headquarters in the Praetorian Building in Dallas, with Frank A. Leffingwell in charge as secretary-treasurer and counsel. Leland D. Smith of Houston is persident.

Braniff's Mexican Line To Start Service April 4

First schedule of Aerovias Braniff, Mexican airline associate of Braniff Airways, will be inaugurated April 4 connecting Mexico City with Nuevo Laredo via Ciudad Victoria, it has been announced by T. E. Braniff, president. The schedule will make direct connections with Braniff Airways at Nuevo Laredo, providing service between Mexico and Dallas and all other cities on Braniff routes. Flight personnel have been in training at the Dallas base of Braniff Airways since last July.

Your Financial Plans and Needs Receive FULL Co-operation and Encouragement Here...

Whatever is the financial plan you have arranged for the future, whether the plan is for your business interests or your personal affairs, or both, we want to extend every service that will be valuable to you.

Your plans will receive our full cooperation and encouragement.

After all, it is a primary function of this institution to provide banking services that fit your needs and help you in your progress.

Providing any service that is profitable to you, likewise brings a profit to us. Of equal importance to the profit angle to us is that we gain a customer, make a friend and build good will.

Come see us any time you have a financial problem... let's work it out together.

THE DALLAS NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Hudson & Hudson

Industrial and Business Properties

Sales, Leases and Management Praetorian Building PHONE R-9349—DALLAS

Alex D. Hudson

James S. Hudson

T. E. Braniff To Direct Campaign In Texas for Cancer Research Funds

Appointment of T. E. Braniff, president of Braniff Airways of Dallas, as permanent chairman of the Texas Division of the American Cancer Society has been announced by National Chairman Eric A. Johnston, who is president of the Chamber of Commerce of the United States. Mr. Braniff's appointment is preliminary to the launching of a campaign to raise \$500,000 in Texas for experimentation and the cure of cancer.

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Mr. Braniff has named Edgar L. Flippen, president of the First National Bank

in Dallas, as state treasurer for the cancer society. He will also appoint local chairmen in fourteen Texas districts to organize for the drive in their respective localities. Of the \$500,000 the society expects to raise in Texas, one-half will be used for cancer research and cure in this state and the remainder will be sent to central headquarters to further national research.

The American Cancer Society has out-

lined a nation-wide program which includes public education, professional research, the establishment of detection clinics, the purchase of needed equipment and the training of technicians, Mr. Braniff pointed out.

"It is hoped through this related program to unravel many of the mysteries of cancer, to discover new methods of treatment and cure, so that eventually cancer may be a minor instead of a major cause of death," he said.

The campaign will open April 15 and end in May.



T. E. BRANIFF



EDGAR L. FLIPPEN



Let's Back The Master Plan

• During the thirty-three years Stewart's has served the business and industrial firms of Dallas, many changes have taken place in the Dallas skyline and Dallas has become one of the leading cities of the nation.

With the adoption of the Greater Dallas Master Plan, Dallas will be in a position to take advantage of postwar opportunities, and should make greater progress during the next ten years than she has during the past third of a century. So for our own selfish interests and for the sake of our city, let's back the Greater Dallas Master Plan.

STEWART'S

STATIONERS

OFFICE OUTFITTERS

1523 Commerce Street

R-8585

DALLAS Last Month

named vice president and CARL B. CAL-LAWAY of Dallas general counsel of Employers of Texas, Inc., a new organization having as current objectives the obtaining of workmen's compensation insurance at reasonable cost and the study of public expenditures of local, state and Federal funds.

New Vice Presidents. Advancement of Sam W. Hepworth, manager of the Dallas office of Grant Advertising, Inc. (left), and R. B. Moreland to vice presidents has been announced by Will C. Grant, president. Mr. Hepworth, who has been manager at Dallas for the last sixteen months, will continue in that capacity. Mr. More-

A. H. BAILEY of Dallas has been land has been with the agency since his discharge from the Navy in 1943. Richard E. Gray, formerly with the Mexican Embassy in Mexico City and the Conroy Agency in San Antonio, has joined the Grant agency as account executive, and Erwin Hoffman, formerly of Chicago, has become art director in the Dallas office.

> CLYDE O. EASTUS, United States district attorney, has announced the appointment of CLYDE G. HOOD, assistant district attorney, as chief assistant in charge of the Dallas office.

> BEN H. WOOTEN, vice president of the Republic National Bank, has been elected a member of the board of trustees of Baylor University and a trustee on the Dallas committee supervising Baylor Hospital.

New president of the Bennett Printing Company is MRS. KATHERINE P. BENNETT. Other officers are WILBUR E. SNOW, vice president and general manager; HUGH H. SELLERS, treasurer; and MISS ELIZABETH BIGGER, secretary.

LEO W. ALLMAN, former foreign correspondent for the Christian Science Monitor and journalism professor on leave from the University of Wichita, has been appointed acting regional information executive at Dallas for the Office of Price Administration, as successor to James H. Blundell, who has become executive director of the Gulf Southwest Industrial and Agricultural Conference.

GEORGE JALONICK, III, and ROB-ERT KENTY, both of Dallas, are directors of the newly organized Texas Aviation Trades Association.

Three Dallasites have been named to the board of directors of the Southern Gas Association: JACK M. LITTLE. CARL L. TREVITT and SEWARD AB-BOTT.

DR. JOHN KNOX BOWLING, who has been pastor of the St. Andrew's Presbyterian Church of Wilmington, N. C., has been formally called to the pastorate of the East Dallas Presbyterian Church.



Directs War Chest. Assistant executive director of the War Chest of Dallas County for the last two years, Jack Moffett has been advanced to executive director as successor to Fred M. Lange, who has become vice president and managing director of the Southwestern Medical Foundation.

Mr. Moffett, a native of Dallas, was formerly a member for five years of the executive staff of the War Chest of Houston and Harris County. He is a member of the advisory board of the United War Chest of Texas, a member of the Texas Social Welfare Association and the National Conference of Social Work.



Terminal Chief. New president of the Union Terminal Company is A. J. Chester, Texas and Pacific Railway. Other officers are O. G. Peckingpaugh, Fort Worth and Denver Railroad, vice president; Murrell L. Buckner, vice president, general manager and treasurer; and Hal K. Baird, secretary and auditor. The legal firm of Robertson, Leachman, Payne, Gardere and Lancaster has been retained as counsel.

1 1 1 The pastorate of the Ervay Street Baptist Church has been assumed by the REV. CHARLIE CLUCK, graduate of Baylor University and Southwestern Seminary, who has been pastor of the First Baptist Church at Aransas Pass.

Reaching all the important oil executives in this expanding market.

Published exclusively in Spanish for the men you want to reach in Mexico, Colombia, Peru, Brazil, Venezuela and Argentina. MARKET



SOUTH

AMERICAN

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A MASTER STROKE

A great city such as Dallas is the result of a civilization; it is an integral part of the nation; it is the focal point of a large region. Its growth and character are dependent upon the prosperity and activities of the region of which it is a part.

Up to now Dallas' record is proud. Its fame is nationwide. Its reputation lingers long in the memories of visitors. With no geographic or natural advantage, except the good black earth, Dallas is living evidence that men of vision dared to dream and had the resourcefulness to make dreams come true.

But we cannot become complacent. In the competition of the postwar era, only the fittest will survive. We must plan a city in which the techniques, advantages, and improvements of our advanced civilization are effectively utilized to enable a full and wholesome life for each and every citizen.

In the past, failure to foresee has proved costly later on. The Master Plan for Greater Dallas is the plan of the best professional talent in America. It is a scientific blueprint to provide for the orderly growth of a Greater Dallas which is attractive and inviting both to existing and to new commercial enterprises. It is sound, desirable, economic, and will benefit all parts of Greater Dallas. But, like every great project for public good, the Master Plan must have the united and wholehearted support of every citizen.



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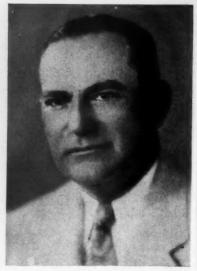
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Magnolia Promotions. Several advancements in the official family of the Magnolia Petroleum Company and the Magnolia Pipe Line Company were made at annual meetings of the companies last month.

R. M. Chan, a director and for several years assistant vice president, was elected vice president of the Magnolia Petroleum Company, and M. J. Norrell, industrial relations manager, was named secretary. Two additions to the board of directors include E. C. Seymour, treasurer-comptroller, and S. A. Thompson, chief geologist and manager of the land and geological department. Guy L. Tate was elected to the board of directors and secretary-treasurer of the Magnolia Pipe Line Company. L. H. True, assistant general manager, was also elected a member of the board of directors.

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DALLAS TRANSFER

and Terminal Warehouse Co.
(Established 1857)
2nd UNIT, SANTA FE BUILDING

Warehouse, Office and Display Space Moving—Heavy Hauling—Packing

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Lone Star Package Car Company
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PHONE C-7111

Fred M. Lange Honored By Dallas Civic Leaders

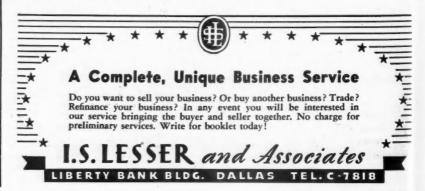
Tribute to Fred M. Lange for an outstanding record of community service as executive director of the War Chest of Dallas County during the past four years was paid by several hundred leading citizens of Dallas at a luncheon last month at the Baker Hotel, of which the Dallas Chamber of Commerce was a co-sponsor.

B. F. McLain, Chamber president, was the principal speaker in expressing the commendation of the community for the service of Mr. Lange, who has resigned from the War Chest to become vice president and general manager of the Southwestern Medical Foundation. Joining him in praising Mr. Lange for his work were D. A. Hulcy, War Chest president, who presented Mr. Lange with a gold pen and pencil set on behalf of the board of directors and executive council; and Luther M. Jordan, who presided.

Co-sponsors of the luncheon with the Dallas Chamber were the Council of Social Agencies, the War Chest of Dallas County and the Southwestern Medical Foundation.

First National Bank Votes Dividend Boost

An increase in the quarterly dividend to 50 cents a share has been voted by directors of the First National Bank in Dallas, putting the bank on a yearly basis of \$2 a share.





-Photograph by Thomas K. Cone, Jr.

TOP HONORS FOR ADVERTISING. The Dallas Fashion and Sportswear Center, a division of the Dallas Chamber of Commerce, is the recipient of three awards from the Dallas Advertising League for outstanding advertising during the past year. A Premier Award for magazine advertising, presented by the Blanks Engraving Company, and citations for trade paper institutional advertising and magazine-style publication.

Pictured, left to right, are John Brough of Brough Advertising, agency for the Dallas Fashion and Sportswear Center; Gordon Edwards, Gordon Edwards Manufacturing Company, chairman of the Center's advertising committee; Carol Kirkland, editor of "Dallas Fashion and Sportsweer," official publication of the Center; and Roy Blanks, donor of the Premier Award, which in addition to the handsomely framed certificate presented to the Center included the presentation in the Center's name of five books on advertising and economics to the libraries of the Texas College of Arts and Industries and Southern Methodist University.

MISS ELIZABETH HURLEY, who has been managing editor of the Marshall News Messenger for the past two years and previously was with the Lufkin Daily News and served on the capital staff of the Associated Press at Austin, has become acting publicity director of the Dallas County War Chest.

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JOHN M. LOCHRIDGE, JR., and RICHARD T. WHITTLE have become associated in the opening of the Vocational Testing Laboratory, 2019½ Main Street.

A. B. TORO, formerly general manager and a director of the Weingarten Stores, Houston, has become managing director of the three Dallas Killingsworth's Super Market Food Stores following their purchase by Mr. Toro and associates.

FRED F. FLORENCE, president of the Republic National Bank, has been presented with the Camp Fire Chieftain's Recognition Award, given annually to the Dallas man, who, in the opinion of the executive board of the Dallas Camp Fire Girls, made the most worthwhile and lasting contribution to the welfare and happiness of the girls during the preceding year.

HENRY K. MAAS, who served as secretary of the Dallas Brewery before World War I and subsequently organized and became president of the Maas-Morgan Warehouse, has been placed in charge of general sales of Bluebonnet beer for the Dallas-Fort Worth Brewing Company.

RAY MILLER, who has been district deputy director of the Smaller War Plants Corporation, has been advanced to regional deputy director at Dallas.

Store Interiors and
Fixtures, Designed by
Sales Engineers. AT YOUR
SERVICE. NO OBLIGATION

1907 CEDAR SPRINGS • DALLAS, TEXAS

Dallas Westinghouse Employees Get "E" Pins

Personnel in the Dallas branch of the Westinghouse Electric Supply Company last month shared in the award to field employees of the Army-Navy "E" pins for production achievement in the war effort, it was announced by C. M. Mackey, district manager at Dallas.

Mr. Mackey said that during the past three years more than 85,000 Westinghouse employees in twenty-three plant locations have received the Army-Navy "E" pins but that presentation of these awards had not been extended to office and field locations. The Navy Board of Production Awards has now, however, granted permission and has made awards of the "E" pins to the field personnel including the six branches at Dallas, Fort Worth, Amarillo, Houston, San Antonio and Corpus Christi.

CLYDE W. REMBERT, manager of KRLD, radio station of the Daily Times Herald, has been re-elected to the advisory board of the Columbia Broadcasting System for the third consecutive term, representing CBS stations in Texas, New Mexico, Oklahoma and Louisiana.



Rationing Center Handles 11,000 Inquiries Per Month

More than 100,000 inquiries have been handled to date by the information bureau of the Dallas County War Price and

CARL B. McKINNEY

Dentist

HOURS: 8:00 A.M. to 5:00 P.M. Closed on Sunday **Location over Palace Theatre**

16211/2 Elm

C-6327

Rationing Boards, located in the ground floor of the Magnolia Building, it is reported by Granville Moore, co-ordinator.

The number of inquiries given attention by telephone or personally up to March 10 aggregated 100,773, an average of 11,197 for the nine months the bureau has been in operation. Directors of the information center are J. M. Moroney, Allen Merriam and Mr. Moore.

LeROY GARRISON has been appointed commercial sales manager of the Dal-Tex Auto Supply Company, 2200 Commerce.



To Sell Southwest. Appointment of James H. Blundell as executive director of the Gulf Southwest Industrial and Agricultural Conference, which in April will launch its program of publicizing the vast resources, opportunities and products of the Southwest, has been announced by John W. Carpenter of Dallas, president. Mr. Blundell, who has resigned as information executive in the Dallas region of the Office of Price Administration, will open offices of the Conference in the Guardian Life Building.

The Conference will establish a research department to serve as a clearing house for data on Southwest resources for the benefit of prospective industries. Vice presidents of the Conference, set up by industrial, business, agricultural and civic leaders of Arkansas, Louisiana, New Mexico, Oklahoma and Texas at a meeting in Dallas last year, include C. P. Couch, Shreveport, La.; John Kane, Bartlesville, Okla.; C. Joseph Snyder, Dallas; H. K. Thatcher, Washington; and W. C. Trout, Lufkin. Fred F. Florence, Dallas, is treasurer.

Dallas members on the board of directors and executive committee include Paul Carrington and Stuart McGregor.

W. BEALE, JR., has announced the formation of Charles Beale Associates, with offices in the Irwin-Keasler Building, to provide photographic and art services to advertisers.

March marked the 25th Anniversary of our opening in 1920. Twenty-five years is young, for a bank. This bank is well staffed with young men, too; men who have won their success in sound banking with an average of 20 years' experience each, acquired during these changing times when banks are meeting new

conditions that must apply today and tomorrow. As you look forward to improving conditions or meeting new situations in your own business or per-

Our outlook is essentially youthful, confident. We're interested in helping you with funds, services, or friendly counsel.

sonal plans, bring your financial problems to us.

CAPITAL AND SURPLUS \$1,500.000

RESOURCES OVER \$30,000,000

E LIBERTY STATE BANK

MEMBER FEDERAL RESERVE SYSTEM AND FEDERAL DEPOSIT INSURANCE CORP.

Mr. Merchant ..

For larger profits and repeat business sell REALSHINE Shoe Polish . REALSHINE Shoe Polish . . . made by the oldest shoe polish manufacturer in Texas.

REALSHINE COMPANY

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Dallas, Texas

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Typewriters dding Machines Repairs and **Supplies** EWING CO.

1919 Main Street

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Party for Secretary. Miss Rosa Lee McCarter, who resigned recently as secretary in the manufacturers' and wholesalers' department of the Dallas Chamber of Commerce, was guest of honor at a luncheon at the Riviera Continental Restaurant, given by women members of the Chamber staff and other organizations in the Chamber of Commerce Building. Shown seated, left to right, are Mrs. Velma Boswell, Mrs. Margaret Mann, Miss Frances White, Miss Dorothy O'Connell and Miss

Ada Hawkins. Standing, left to right, Miss Margaret Klein, Mrs. Dorothy Bostick, Mrs. Ruby Allen, Miss McCarter, Mrs. Gladys Walker, Mrs. Pauline Foster, Mrs. Ethel Kleinman, Mrs. Juanita Reid, Miss Lorean McKeage, Mrs. Constance Bartlett and Miss Jay Little. Miss McCarter was presented with a gift as a token of esteem from the group. Misses Little and White were in charge of arrangements.

Dallas Population

(Continued from Page 12)

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370,414 population in 50.54 square miles as of January 1, 1945, as compared with the official U. S. Census Bureau count of 294,734 in 1940.

The January 1, 1945, estimates give Houston 471,230 citizens in 73.89 square miles as against 384,514 in 1940; San Antonio, 345,000 citizens in 80 square miles as against 253,854 in 1940; and Fort Worth, 215,000 citizens in 65.18 square miles as compared with 177,662 in 1940.

Dallas' 1945 estimates, tabulated by Mr. Thurston on the basis of occupied housing units, utility connections and similar data, also show 398,160 persons in incorporated Dallas, Highland Park and University Park combined; 450,000 in greater Dallas, an area within a 7½-mile radius of the center of Dallas; and 476,000 in metropolitan Dallas.

CLARENCE J. SKELTON has been advanced from chief underwriter to assistant secretary and assistant director of agencies of the Republic National Life Insurance Company of Dallas. BONNEY DEAN WANTLING of Chicago has joined the company as statistician, and JAMES DAVIS, who has been supervisor of the tabulating department, has been promoted to assistant statistician.







ALLAS Chamber of Commerce Day was observed last month by the Dallas Kiwanis Club, with J. Ben Critz, Chamber vice president and general manager, as principal speaker for the luncheon at the Hotel Adolphus. Chamber department managers were in attendance as guests.

Mr. Critz told the Kiwanians that he foresees a substantial building boom and great industrial expansion in prospect for Dallas immediately after the war, an impending boom he described as solidly based and not of the mushroom type.

PHOTOSTAT PRINTS

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Our 56 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property

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DEPARTMENT HEADS of the Dallas Chamber of Commerce in attendance at the Kiwanis Club's Chamber of Commerce Day luncheon are pictured at top, left (left to right), R. M. Clift, highway; R. C. Dolbin, retail, Clyde Wallis, industrial, Sam Goodstein, transportation, Dale Miller, Washington representative, Jack Saunders, membership; Clifton Blackmon, publicity; and Roy Jenkins, foreign trade. Shown at speakers' table, left to right, are William C. Barnes, I. I. Bock, W. B. Clayton, J. Ben Critz, James K. Wilson; Charles D. Burgy, Kiwanian vice president, who presided; O. H. Koch, Mark Hannon, R. G. McCard and D. L. Whittle. Mr. Critz, vice president and general manager of the Dallas Chamber and principal speaker at the luncheon, is shown in inset.

"We have more business and industrial prospects on our lists than ever before, some of whom have actually committed themselves to moving in and constructing plants as soon as they possibly can," he said. "We are also reasonably certain that practically all of our present war industries, with possibly one or two exceptions, will remain after the war."

He pointed out that his view on postwar employment is that the unemployment situation will not be as serious as it has been pictured by some.

"It will take at least a year or more to bring the soldiers back from overseas, and during that period building construction, other expansion and the great production of civilian goods will make use of all the available labor," he said.

Mr. Critz outlined the facilities of the Dallas Chamber of Commerce and explained that the Chamber is getting ready for its postwar job of helping to build a greater Dallas. The Dallas Chamber of Commerce Day program was arranged under the direction of the Kiwanis Club Chamber of Commerce Committee, of which James K. Wilson is chairman and Mark Hannon, manager of the Chamber's manufacturers' and wholesalers' department, is vice chairman. Other members are William C. Barnes, I. I. Bock, Tom D. Broad, William R. Burns, W. B. Clayton, Joe P. Dillard, Homer Dunn, Adolph A. Geyer, Grayson Gill, Hugh S. Grady, Fred Haynes, Grady J. Parkerson, Dr. L. S. Thompson and D. L. Whittle.

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The Kiwanis Club membership includes five members of the board of directors of the Dallas Chamber: Theo P. Beasley, W. B. Clayton, O. H. Koch, George L. MacGregor and R. G. McCord.

W. R. BAGBY has announced a change in the name of his insurance agency from H. D. Lemmon & Company to W. R. Bagby & Company, 808 Republic Bank Building.



New Officers. Two advancements among officers were made by directors following the annual stockholders' meeting of the Reserve Loan Life Insurance Company of Dallas last month. Harry G. Woodbury (right) was moved up from secretary-treasurer to vice president and treasurer, and E. B. Hume, formerly assistant secretary-treasurer, was elected secretary. Francis M. Euziere has been appointed manager of the credit life department.

Many Colleges Request "Dallas Southwest" Book

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More than thirty requests have been received from universities throughout the nation for copies of "The Dallas Southwest," a market data book on the Southwest region compiled and published by the industrial department of the Dallas Chamber of Commerce under the direction of Manager Clyde Wallis. Latest request was received from Sullivan Memorial Library of Temple University, Philadelphia.

The compilation and graphic presentation of facts relating to the country's third most important economic region was first published in 1942 and was recently reissued in a revised edition incorporating latest data.

JOE D. MOSS, who has been with the Great Atlantic & Pacific Tea Company for sixteen years, has been transferred from the Atlanta division to Dallas as purchasing agent.

HAL C. DYER, president of the Dallas Chapter of the Associated General Contractors, has been elected a director of the national organization for the Southwest region.

> Photographs THOMAS K. CONE, JR.

3511 Edgewater

John E. Mitchell Company Wins Fifth "E" Award

Fourth renewal of the Army-Navy "E" Award has been received by the John E. Mitchell Company of Dallas from Admiral C. C. Bloch, chairman of the Navy Board of Production Awards in Washington. This is the fifth presentation, including the original flag, each award representing six months of continued production excellence.

John E. Mitchell, Jr., president, reported that the employees of the Mitchell company have a record of 100 per cent participation in weekly purchases of War Bonds, with the average deduction from payroll exceeding 12 per cent per employee. Absences, exclusive of those authorized, run less than 1 per cent.

Fully-Paid Investment Certificates Issued \$100 to \$5,000

Insured by Federal Savings and Loan Insurance Corporation, Washington, D. C.

METROPOLITAN BUILDING & LOAN ASSOCIATION

1400 MAIN STREET



INSURANCE COMPANY

FINANCIAL STATEMENT

December 31, 1944

ASSETS

Cash in Banks			\$1,191,112.42
U. S. Government Bonds			3,258,649.83
State, County and Municipal Bonds			454,461.30
Miscellaneous Bonds			35,332,30
Stocks			3,229,912.86
First Mortgage Loans on Real Estate			139,288,70
Collateral Loans	. 2		208,000.00
Site for Company's Office Building			144,000.00
Other Real Estate			52,762.12
Premiums in Course of Collection .			1,028,851.52
Premium Notes Receivable			210,721.73
Accrued Interest			17,697.78
TOTAL ADMITTED ASSETS			\$9,970,790.56

	LI	481	LIT	IE	S			
Reserve for Losses and Clai	ms							\$ 667,807.21
Special Reserve for Liability	Cla	ims						1,752,124.01
Reserve for Unearned Prem								3,792,198.31
Reserve for Taxes								430,702.02
Reserve for Other Liabilities								191,314.04
Commissions Payable .								306,064.73
All Other Liabilities								68,491.08
Capital				81.	.000	.000	.00	
Surplus						089.		
Surplus to Policyholders .							-	2,762,089.16
TOTAL								\$9,970,790.56

Bonds amortized. Stocks at December 1, 1944 values as required by the National Association of Insurance Commissioners.

> HOME OFFICE DALLAS Edward T. Harrison, President

AUTOMOBILE · COMPENSATION · FIRE · INLAND MARINE

GRAYSON GILL

Architect and Engineer
306 Great National Life Building

You Create A Business

INSURANCE is the then necessity

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



CRUGER T. SMITH

General Insurance

R-8624

Magnolia Building

Retailers Hold Annual Meeting



-Photograph by Thomas K. Cone, Jr.

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PICTURED at the joint annual meetings of Dallas retailers and the Dallas Better Business Bureau are, left to right, L. N. Bromberg, president of the Dallas Retail Merchants' Association; Harry W. Riehl of St. Louis, principal speaker; R. L. Tayloe, luncheon toastmaster; and Eli Sanger, president of the Better Business Bureau.

Joining with the Dallas Better Business Bureau for combined annual meetings for the second successive year, members of the Dallas Retail Merchants' Association, a division of the Dallas Chamber of Commerce, elected seven directors for three-year terms at a luncheon last month at the Baker Hotel.

The board members named are: L. N.

Bromberg, R. J. Haydel, Otto Lang, Fred C. Marth, Paul Penland, L. H. Rueckert and James K. Wilson.

As principal speaker, Harry W. Riehl, general manager of the St. Louis Better Business Bureau, warned that "white-collar bandits" are preparing to reap a harvest of dollars immediately after the war from unwary merchants and citizens.

"The importance of close cooperation between business, government and the consumer, not only to meet present problems of war, but to prepare for protection against the horde of crooks and confidence men who will descend upon us after the war cannot be too strongly emphasized," Mr. Riehl said.

"Patriotic adherence to the nation's admonition to cease purchasing certain items, higher income, natural thrift and loyal response to our government's plea for war investments have caused our people to have on hand a purchasing power heretofore unheard of in the annals of business," he continued.

The Better Business Bureau elected Karl Hoblitzelle to its board as successor to the late Ike I. Lorch.

LOOSE LEAF COVERS • EDITION BINDING
CERLOX PLASTIC BINDING
Ask Us or Your Printer

AMERICAN BEAUTY COVER CO.

200 North Field Street

R-5179

Julord Boxes

THE WORLD'S LARGEST UNFILLED ORDER



VICTORY



GAYLORD CONTAINER CORPORATION



Dallas, Texas

Corrugated and Fibre Boxes



FRANK M. RYBURN, SR.

Human Factor in Unification
(Continued from Page 11)
administration exercises full control.

Yes, it is unfortunate that some people seem to place a higher appraisal on minor material things than upon the human values involved in the proposal to unite Dallas and her neighbors as a guarantee that today's children shall inherit the sort of a city to which they are entitled.

New Jewelry Store Opened in Dallas

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cted sucOpening of the Peacock Jewelry Company, 1802 Elm Street, has been announced by Jack N. Cohen. Ralph Epstein is store manager, Harry R. Valin is credit and office manager, and Mrs. B. R. Siebenhausen is in charge of costume jewelry.



BOOSTS HIGHWAY 67. R. M. Clift, manager of the newly established highway department of the Dallas Chamber of Commerce, is giving impetus to plans for developing a unified program for putting Highway 67 into first-class condition throughout its entire Texas length by enlisting representation in the revived Highway 67 Association on the part of Chambers of Commerce east from Dallas to Texarkana. Mr. Clift is also chairman of the association's committee to facilitate construction of the Mexican extension to Chihuahua.

Tennessee Publisher Buys Dallas Magazines

Sale has been made of the Dallas publications, Holland's Magazine and Farm and Ranch, to Brownlee O. Currey of Nashville, Tenn., who has organized a new publishing firm known as Texas Farm and Ranch Publishing Company, Inc. In addition to Mr. Currey, who is president, officers of the new corporation are: Carl B. Callaway, Dallas attorney, and George J. Hearn, Jr., of Nashville, vice 'presidents; and J. C. Schuett of Nashville, secretary and treasurer.

Stock of the original corporation, the

Texas Farm and Ranch Publishing Company, was purchased from the family of the late Col. Frank P. Holland, founder, by Carr P. Collins of Dallas and associates, who dissolved the corporation and sold the assets to Mr. Currey and associates. Mr. Currey is associated with the company which publishes the Southern Agriculturist.

Metropolitan

BUSINESS COLLEGE

58 Years in Dallas
Please phone C-8773 when you need a good
stenographer or bookkeeper. Thank you.

OF THE FIRST

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One of the first four most important ingredients for the building of a great city is Public Transportation Service.

Circulation of people is as essential to a city's growth and development as the circulation of blood is necessary to human life.

People must be able to get to and from their work, their shopping, their recreation, their visits with each other.

As a city expands, so expands the importance of Public Transportation Service. Adequate and dependable Public Transportation Service makes possible the essentially widely spread development of the city.

It is so in Dallas... and it is the privilege of the Dallas Railway & Terminal Company to provide Public Transportation Service to the people of this growing city.

This Company's plans for the future look ahead to a greater Dallas in which Public Transportation Service will be increasingly vital to the people of this expanding community.

Dallas Railway
AND TERMINAL COMPANY



AVIATION AND MEDICINE. Above is artist's "visual" of Love Field expanded into the Grand Central Terminal of Southwest air-passenger traffic. Plans contemplate an airport vastly enlarged to take care of post-war commercial flying and equipped to qualify as one of the three major airports of the nation. Proposed are improvements in station lobbies, offices, and parking, and the addition of hotel facilities and a sky-view restaurant. Below is pictured artist's conception of a possible layout for the Southwest Medical Center, planned as one of the greatest and most complete in the world when built. The number, size and arrangement of buildings are still in the planning stage.

Your Stake in Unification

(Continued from Page 9)

where people of all ages can engage in the most strenuous of sports, or merely sit in that peace which comes to a man when he gets back to green, quiet places and the soil from which he came.

These are but parts of an envisioned picture possible only through joint effort, without value or virtue, unless it is turned into living reality. No city is wealthy enough to be able to endure the lack of proper planning.

Migration to suburban centers and the countryside, caused by the very modern transportation on which much of our progress rests, has left cancerous problems of greater magnitude on the social and economic life of our cities.

The Master Plan is Dallas' own effort to meet the challenge of a future that cries for solution of those problems. It is



JACK B. DALE

municipal pre-vision, municipal prevention, and municipal preparedness.

Luscombe to Build Plant Near Dallas

Purchase of 460 acres of land, costing \$100,000, in Dallas County near Garland for a factory and an airport has been announced by the Luscombe Airplane Corporation of Trenton, N. J., which reported War Production Board approval of immediate construction of the first

unit of a factory to make airplane parts and several large hangars at a cost of \$300,000.

The Luscombe company plans to operate a semi-public airport, the tract for which has already been given Civil Aeronautics Administration approval, said Leopold H. P. Klotz, Luscombe president. He reported that the Dallas facilities will be used to produce precision all-metal elements for combat and other military aircraft until the war ends and then the company will return to the production of all-metal personal planes on a large scale.

...when you buy BRANDED MERCHANDISE you also buy the PRICELESS INGREDIENT ... the integrity of the man who made it!



Dallas Naval Air Station Resumes Primary Training

Resumption of primary flight training at the Dallas Naval Air Station has been announced by Captain H. T. Dietrich, commanding officer, with the arrival of 465 newly commissioned Naval Reserve ensigns. Following their training in Dallas, the officers will be assigned to intermediate flight training at Pensacola, Fla., and after finishing successfully their training there will become naval aviators and receive their Navy wings.

WILLIAM LANGLEY of Dallas has been elected to membership on the National Council of the Photographers' Association of America.

URSE MIZATION-FUTURE AREA OF URBANIZATION DALLAS TEXAS FUTURE LIMITS OF URBANIZATION AREAS SUBJECT TO FLOOD ELISTING INCORPORATED TOWNS HERIAND BARINGIONEW & ASSOCIATES CITY PLATFING CONSULTANTS SELECT LOUIS MISSOURT

DALLAS . APRIL, 1945

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AS THE NEED for war production diminishes and more materials are made available, more and more industries will be given the "green light" to reconvert to the production of civilian goods. Those industries which have made their plans and are prepared will have a decided advantage in gaining post-war markets and providing employment to both war workers and returning servicemen.

When the light turns green for you, will you be all set to convert quickly and provide jobs? If not, start planning now.

The Texas Employers' Insurance Association is owned and operated by more than four thousand policyholders—employers of labor in Texas. These policyholders have a voice in the management and operation of their Workmen's Compensation Insurance carrier, exercised through a board of directors—Texans all—elected by them annually. Profits are paid to policyholders in the form of dividends annually. Nearly \$2,000,000 in dividends were paid last year.

PROGRAM FOR

- 1. Win the War First . . .
- 2. Plan for Post-War Period
- 3. Convert Quickly to
 Civilian Production
 - 4. Provide Jobs for Servicemen
 - T. Plotted John to Correction
 - 5. Develop Texas Resources
 - 6. Build Texas Industrially
 - 7. Develop National Markets
 - 8. Develop Foreign Trade

To Speed This Program . . .

Buy WAR BONDS



"Oh, she's OLD! Almost thirty!"





At twenty, thirty seems ancient.

At thirty, forty is distant middle age. At forty, well, it'll be a long time before you're fifty.

The point is that ten years ahead always seems like a long time. Yet, actually it passes "before you know it"... and you find yourself face to face with problems, opportunities, needs, that once seemed very far in the future.

This is a good thing to remember today, when you buy War Bonds to speed the winning of the war.

In ten years—only ten years—those bonds will bring you back \$4 for every \$3 you put into them today.

Think of what that money may mean to you in 1955. An education for your children...a home...maybe even retirement to the place and the life of your heart's desire.

All this your War Bonds can mean to you . . . if you buy all you can today and hold them to maturity.

It won't be long till 1955. Not half as long as you think.

JEFFERSON HOTEL



ALIVE TO THE PRESENT

Eyes on the Future!

We're proud of the privilege we have of doing our part in the program of planning and working for a more prosperous Southwest. We're conscientiously serving in the present and fully prepared for the future with capable, experienced officers and personnel, growing resources, expanded facilities and cooperative methods. We offer the benefits of our broadened services in full relation to trends of modern business and banking operations. We solicit the accounts of individuals, firms and corporations.

MERCANTILE NATIONAL BANK at Dallas

Resources Over \$125,000,000

